



If you have questions regarding the 2025 market update please visit [Accurateassessor.com](https://accurateassessor.com)
Click on **Assessment Education**
Phone: 920-749-8098
info@accurateassessor.com

The City of River Falls is performing an **Interim Market Update** in 2025.

The City of River Falls last conducted a market update for all properties in 2021. Since then, market conditions have evolved, and **assessed values no longer accurately reflect current market trends**. To maintain fairness and equity, the State of Wisconsin provides guidelines, that property values be reassessed to align with the fair market value of comparable properties.

FREQUENTLY ASKED QUESTIONS

What is a Market Update?

A market update occurs when values are no longer reflective of the market. The assessor reviews all property within the City and adjusts each to its current market value based on recent sales. A periodic revaluation ensures equity amongst all property types while bringing assessed property values in line with market rates.

Why is a market update being conducted?

The market update is being conducted to bring all property types to current market rate and to comply with the valuation requirements of State law (sec 70.05(5)(b), Wis. Stats.)

Will my taxes increase the same as my value?

An increase in value does not directly correlate to the same increase in your taxes. If your property value increase proportionally and no new taxes are collected your share of taxes will not increase.

When will this new assessment go into effect?

The property tax bill you receive in December 2025 will be based on the new assessment value of your property.

Does the City get more tax revenue from a market update?

No, there are no additional revenues collected when property is revalued. A market update ensures that all property owners pay their fair share of taxes and the municipality complies with state law. Your taxes may increase or decrease depending on your property's style, location, square footage, year built, conditions, etc.

How can my assessment change when I haven't made changes to my property?

Natural economic factors such as recent home sales in your neighborhood, sales of reasonable comparable buildings, and market conditions will influence the value of your real estate.

Will the assessor visit my property?

Assessors will only need to visit properties with completed permits or sales that they need to review, etc. Not all property will be visited in this market update. The assessor will use market data available from recent sales and property data already on file to determine your new value.

After you receive your notice you will have an opportunity to set an appointment with the assessor to attend Open Book. You can visit accurateassessor.com to set an appointment. You can call or email the assessor anytime with questions.

Open Book
July 14 & 15
City Hall

Board of Review
September 10
City Hall

You can submit a Request for Assessment Review Form, once you received your notice, on our assessor's website. Submitting a form allows you to book an in-person appointment or choose an email response. Simply visit accurateassessor.com and click on Open Book Assistant to fill out your form. An assessor will reply to you after your submission.